Purple Parrot

Northwestern University

DECEMBER - 1923

"Bankrupt"

NUMBER

25¢

THE EDGEWATER BEACH HOTEL
5300 BLOCK SHERIDAN ROAD
CHICAGO
INVITES
NORTHWESTERN UNIVERSITY STUDENTS
to participate in
THE BLACK CAT DANCES (Formal)
which will be held in the
MARINE DINING ROOM
Each Saturday Evening
9 P. M. to 2 A. M.

Informal Dancing in the
MARINE DINING ROOM
Nightly
Except Saturdays and Sundays
Concert Sundays 4 to 9 P. M.

CHRISTMAS EVE PARTY, Monday, December 24th
NEW YEAR'S EVE CELEBRATION, Monday, December 31st
Three Dance Orchestras—Make Reservations Now

ORIOLE ORCHESTRA
Recording for Brunswick Records

"Tune in" on the world's most powerful Radio Broadcasting Station — WJAZ, ZENITH, EDGEWATER BEACH HOTEL, and hear the finest programs.

W. M. DEWEY, Gen'l Mgr. Geo. A. Beesley, Asst. Gen'l Mgr.

THE HUB

Henry C. Lytton & Sons

Largest Fine Clothing Store in the World—State *at* Jackson

Tuxedo Suits Correct for College Men in the Lytton College Shop

YOU can have confidence in the correctness and exacting style of the Tuxedo selected here.

Ours is a distinctive display. Choosing here offers advantages of wider selection and better quality at whatever you pay—resulting from our bigness and tremendous purchasing and operating economies.

Unusual Value at **$50** Others Up to $75

All Accessories for Formal Wear May be Secured Here

BOSTONIAN SHOES

"THE AFTER HOURS"

For semi or full dress occasions.
Come in and see our selection of shoes for all occasions.
You will undoubtedly need shoes for banquets, parties, etc., during the coming Holidays.
We shall be pleased to supply your needs.

H. A. MEYER SHOE CO.
103 So. Wabash Ave. 55 E. Monroe St.

Home Ec. Prof.—Heavens, Sarah! Why didn't you notice when the soup boiled over?

Freshman in Lab.—I did. It happened at exactly three twenty-three.—Whirlwind.

—¶P—

"The only thing for you to do is to go around and ask her to forgive you."

"But I was in the right."

"Then you'd better bring some flowers and candy with you, too."—Mugwump.

—¶P—

"Can you swim?"

"Can I? Fellow, I use to be a traffic cop in Venice!"—Dodo.

—¶P—

"In time of trial," said the preacher, "what brings us the greatest comfort?"

"An acquittal," responded a person who should never have been admitted.—Chaparral.

—¶P—

Jane—Is Sue married?

John—No, is oo?—Banter.

—¶P—

Stude—Here's a mug I want engraved.

Jeweler—Sorry, the barber shop is across the street.—Ghost.

Christmas Cheer

Now has come the time of year when the whole world is filled with the happiness and good feeling which results from giving to others. The spirit of the season holds us and we give a joyful response.

It is the best wish of CHANDLER'S that this be a most Merry Christmas and A Happy New Year to all of our Northwestern friends.

Chandler's
Fountain Square
EVANSTON

630 Davis Street

Student Headquarters since 1895

Your Tuxedo must be right

That's half the secret of feeling comfortable in dress clothes—knowing you're correct. Our Tuxedos are right—Hart Schaffner & Marx styles always are; the fabrics, needlework, silk linings are right, too; only one quality—the best; one price—the lowest.

$55.00

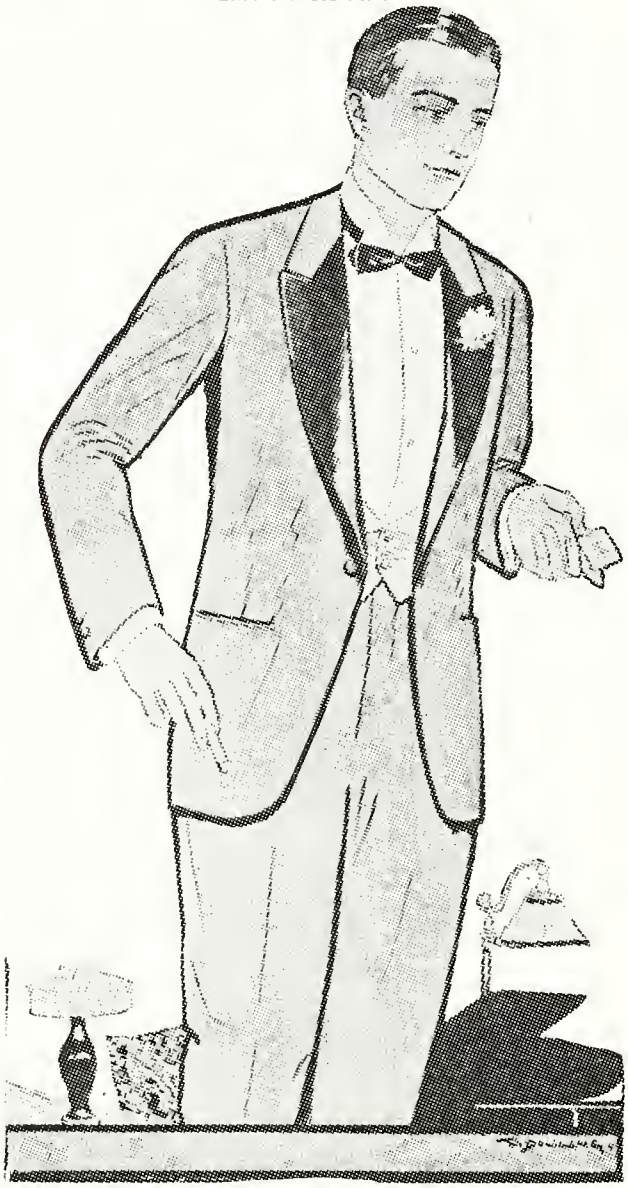
MacFARLAND-EHMEN CO.

Church at Sherman—Open Every Evening Until Christmas

"A National Institution From Coast to Coast"

Browning King & Co.

Established 101 Years



The English Idea of the proper dinner coat is given you in this model by Browning King's English Designer. Also, the new shawl collar Tuxedo. Both are made from a fine unfinished fabric—one quarter silk lined.

Several hundred of these suits have been made up to be sold as the STUDENTS' SPECIAL and priced at the very nominal sum of

$39.50

Special vest in black cord at $6.75

Correct dress accessories for all formal occasions

12-14 WEST WASHINGTON ST.

His Horrible Motive

The respectable tramp knocked gently upon the door.

"Madam," he began, touching his cap to the lady who appeared, "a while back you gave me three doughnuts. Would you mind adding another one, to make four?"

The lady was all gracious.

"Gladly," she answered, smiling as she wrapped one up and handed it to the tramp. "So you like my doughnuts, do you?"

"No, mum," replied the truthful tramp, "but me and some friends down in the holler wants to have a game of quoits."—Voo Doo.

--¶P--

Not So Long

Judge—The decision of the court is that you be sentenced to life imprisonment. Have you any request to make?

Condemned—Yeh. Can't you knock off the month I have already been in jail?—Sun-Dodger.

--¶P--

"Sing a song of college days
Tell me where to go—"
I sang the song. My lady's dad
Told me the place. All hot. You know!
—Siren.

HOYBURN

THEATRE

615 Davis Street **EVANSTON**

Matinee, 2 to 6 **Nights, 7 to 11**
Saturday, Continuous, 2 to 11

Motion Pictures **Music**
Presenting Newest Successes

WATCH
THE HOYBURN PROGRAM
—Mailed Upon Request—

Where you will find better pictures and music

Students and Friends always welcome

Stacomb for Unruly Hair

Neatly combed, well-kept hair is a business and social asset.

STACOMB makes the hair stay combed in any style you like even after it has just been washed.

STACOMB—*the original*—has been used for years by stars of stage and screen—leaders of style. Write today for free trial tube.

Insist on STACOMB—in the black, yellow and gold package.

For sale at your druggist or wherever toilet goods are sold.

Standard Laboratories, Inc.
750 Stanford Avenue Los Angeles, California

Tubes—35c
Jars— 75c

Send Coupon for Free Trial Tube

Standard Laboratories, Inc.
750 Stanford Avenue, Dept. 2
Los Angeles, California
Please send me free trial tube.

NAME.....

ADDRESS.....

The Art of Walking

is something very few of us possess, and it means so much to our health.

SOCKET-FIT SHOES

will give you proper weight distribution with 100% bearing service which without you cannot walk properly.

Look to your feet for health.

Socket-Fit Shoes for Men and Women

Consult Your Physical Director about these Shoes

Sold by D. C. Locke's

College BOOT SHOP

Phone Dearborn 5387
The Shops Bldg.
17 NORTH WABASH AVENUE

→ **IN THE LOBBY**

E. S. EHMEN

Headquarters in Evanston
For
Kuppenheimer Good Clothes
Distinctive Furnishings
Borsalino and Dunlap Hats

Our Stock is always complete to meet your Formal Dress requirements for the approaching Social Functions.

STUDIO BUILDING

½ block north of P. O. **Telephone 2021**

"The Big Pictures First"

NEW EVANSTON

CLYDE E. ELLIOTT, Man. Dir.

Our Compliments to

PURPLE PARROT

Watch the

DAILY NORTHWESTERN

For Current Attractions

(Don't miss our Anniversary Week Show December 17th to 22nd)

Matinee Daily	Evening Shows
2 and 4	7 and 9

First Frosh—See that man over there? That's the captain of the team.

Second—Yeh?

"See the pipe in his mouth?"

"Uh, huh."

"See the smoke coming out? It's lit."

"Sure."

"Well, he did that with my match."—Brown Jug.

—¶P—

"My math. prof. is surely absent-minded. Why, I've seen him time and again trying to strike a match on the wrong end."

"Is that how he wore all his hair off?"—Yale Record.

—¶P—

He—Have you a date for the dance, yet?

She (eagerly)—Why, no, I haven't.

He—That's too bad. I'll certainly miss you.—Moonshine.

—¶P—

Would-Be-Suicide—Don't rescue me, I want to die.

Swimmer—Well, you'll have to postpone that. I wanta life-saving medal.—Tiger.

—¶P—

"Everyone is simply crazy about me," remarked the keeper, as he locked up the asylum for the night.—Chaparral.

BOSTONIANS

—in—

Evanston

You can now obtain this well-known line of high grade shoes for men at our store.

We are also the Evanston Agents of the JOHNSTON & MURPHY

NORTH SHORE BOOTERY

In the North Shore Hotel

Davis Street at Chicago Avenue

EVANSTON

The Varsity Dress Shop

Formerly The Children's Shop

531 Davis Street, Cor. Chicago Avenue

EVANSTON, ILL.

For Christmas Shopping

We Are Offering

Hand-Made Blouses

At $1.95, $2.50 and $3.75

Values up to $6.50

Monarch Stationery Co.

1618 Orrington Avenue

Xmas Cards and Gifts

N. U. Pillows and Pennants

N. U. Jewelry and Seals

Fountain Pens and Leather Goods

Remington Portable Typewriters

AN EXCLUSIVE SHOP FOR THE DISCRIMINATING PURCHASER ALSO MAINTAINING AN EXPERT REPAIR SERVICE FOR WATCHES, CLOCKS AND JEWELRY

Plaza Jeweler

LIBRARY PLAZA HOTEL

EVANSTON

"His" Gift Store

GIFT THOUGHTS

Haberdashery

FOR men and young men haberdashery accessories are always welcome for the reason that they never have too many. Here are excellent suggestions.

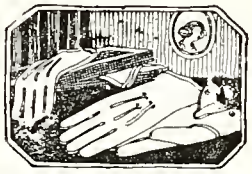
NECKWEAR

$1.00 to $5.00

HOSE—75c to $3.50

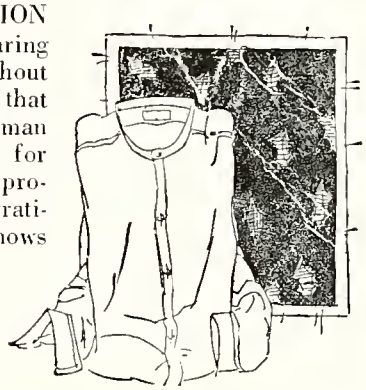
Gifts of Warmth! GLOVES

$3.00 to $5.00



NO, madam, you can't possibly make a mistake in giving "him" a pair or two! He always will find use for them—and in cold weather they'll be a reminder of the giver's goodness of heart.

SHIRTS—$3.00 to $10.50



SATISFACTION in his wearing apparel throughout the year implies that the man or woman buying a gift for "him" here will produce the same gratification. He knows this store — knows it for its quality. That's why this is the logical holiday store.

Ambrose J. Krier

STRATFORD CLOTHES
HABERDASHERY AND HATS

WILSON AVE. AT KENMORE
CHICAGO

Rosenberg's

The North Shore's Greatest Store

HOISERY

must be

Smart Serviceable Fashionable

And ours is!

Hundreds of women who are very particular about their hose, enthusiastically testify that they always come to Rosenberg's for their hosiery because they are always able to get just what they want. Here they are able to get all the standard brands, the newest and most fashionable shades and all the desired sizes.

Below are some of the well-known brands of Hosiery that may be found in our Hosiery Section:

Phoenix
Kayser
Onyx
Gotham
ROSANNE
Luxite
Van Ralte
Black Cat

Silk Hose, Lisle Hose, Wool Hose, Silk and Wool Hose, Chiffon Hose, Glove Silk Hose, Golf Hose, Fibre Silk Hose

From the sheerest chiffons to the heavier silks, as well as in the different grades of lisles, wool, cotton, silk and wool hose, the same high standards of quality are insured by our own rigid buying tests. Nowhere between Chicago and Milwaukee will be found such a complete and extensive assortment of splendid hosiery. To get the best, at reasonable prices, come to Rosenberg's.

The Hosiery Store of the North Shore Is Located on Our First Floor

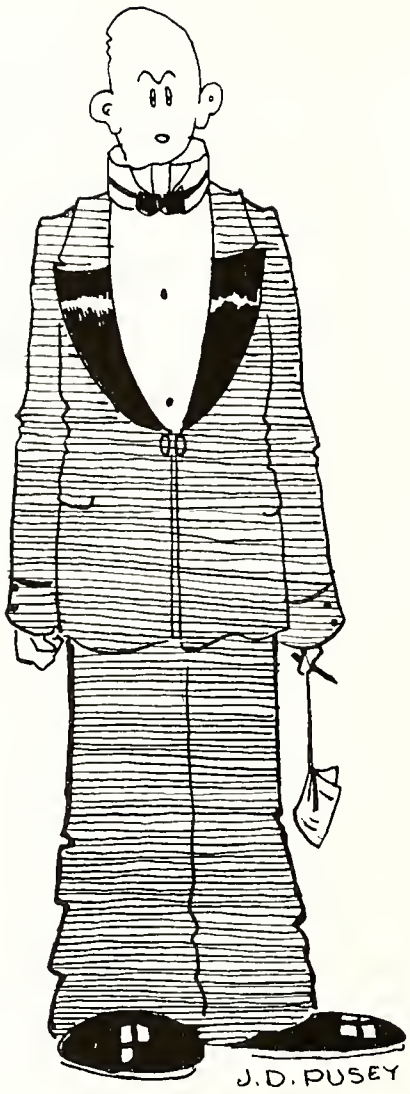
Dedication

Welcome, all ye bankrupt number,
  Members of the gender male;
You, whose sad and only function
  Is to circulate the kale.

There's no need for you to tell us
  How hath sped your cash remote:
Dances, movies, taxis, candy,
  Junior Prom and table d'hote.

How you said your tale with flowers,
  But to find, with other men,
All too soon your words had wilted
  And you must orate again.

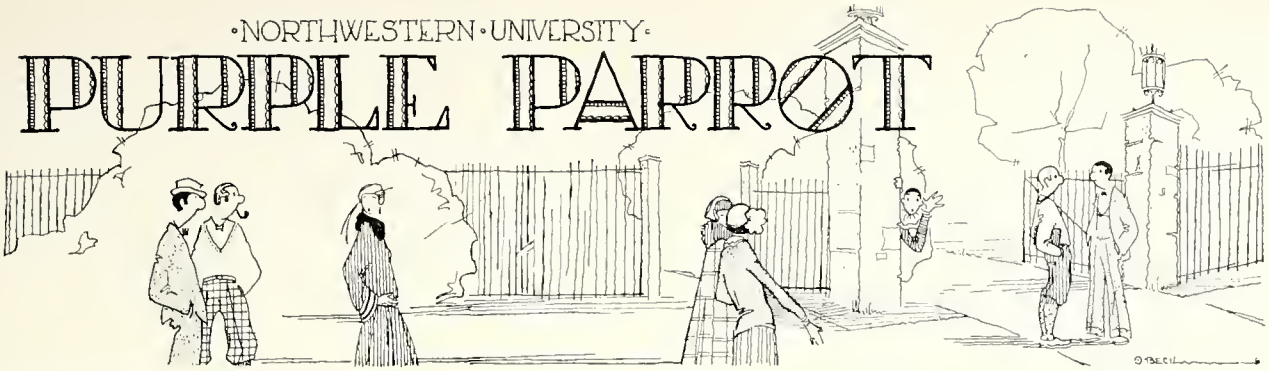
Yes, we know just how it happened,
  For, you see, we've been there too,
Therefore, we this Bankrupt Number
  Hereby dedicate to you.



The Last Man in the Frat to Dress
for the Prom

·NORTHWESTERN·UNIVERSITY·

PURPLE PARROT



VOL. IV *DECEMBER, 1923* *No. 3*

TO A BOW TIE

Tell me why, infernal neckpiece,
  You so quickly take offense,
And in funny combinations
  Outrage my aesthetic sense?

Tell me by what laws unholy
  Skillful fingers you elude,
Passing quickly through successive
  Stages of decrepitude?

By your quaint and fickle antics
  You would drive a saint to tears,
Straying from the place appointed,
  Lovingly to drape my ears.

Why, if I seek recreation,
  If I would attend the Prom,
Must I wrestle o'er the frat house
  Like some new Laocoon?

Is it some malign enchantment,
  Or some gay and playful mood,
Which persuades you to insist on
  So forlorn an attitude?

Vain I see is every effort,
  Which would seek thy folds to trap;
Then, foul fiend, I shall resort to
  One which anchors with a snap.

———— ¶P ————

Experienced

Prof—What happened in 1854?

Stude—I don't know, sir.

Prof—Well, where should you go when you want to find a date?

Stude—To the library.

—¶P—

Frosh—I'm terribly sorry for my girl. She's poor and homeless.

Soph—Why, I thought she lived at Willard.

Frosh—She does, and she's home less than any girl I know.

—¶P—

Stude—Professor, for the last three nights I haven't slept a wink.

Prof—Well, go see a doctor. Why bother me about it?

Stude—Because you gave the assignments.

Going Too Far

The reporter was interviewing Jim Henry, the demon shaving cream salesman. "What was the greatest mistake of your life, Mr. Henry?" he asked.

Jim Henry thought a moment. "I should say that the time I used Mennen's Shaving Cream—"

"Ha," thought the reporter, "surely this is commercial candor."

"Instead of Pepsodent," concluded the salesman.

—¶P—

Watch Out

"Did he go to the Prom?"

"Must have. I just saw him looking at the sundial to see what time it was."

—¶P—

Helen—That man consigned me to a warmer region.

Pauline—Then he's no gentleman.

Helen—Why, you see, he's my doctor.

"My math prof has lost his job."
"No, really?"
"Yep, he isn't my math prof any more."

AIN'T NATURE GRAND?

When your neighbor
Comes to an 8 o'clock
With that faraway look
And a drowsy appearance
And shuffles to his seat
Without recognizing anyone
And sits there listless
Oblivious of all that transpires
And occasionally sighs
And droops his head
Then smiles brightly
Reaches into his pocket
And slowly withdraws
A tiny embroidered handkerchief
Inhales its perfumes
And sighs again
And then replaces it
And goes back into a trance
AIN'T NATURE GRAND?

—F. S., Jr.

—PP—

Punk Judgment

First Brother—I think the Gamba Betta showed rotten taste in picking a mission dining table for their new house.

Second Brother—I should say so. You can't even reach across the thing.

—PP—

Fred—Have you read "Excelsior"?
Harry—No, just the usual yellow.

THE ICONOCLAST

He believed that there were profs who were neither absent-minded nor cranky and who dismissed their classes upon the stroke of the bell. He was convinced that there were some quite amiable mothers-in-law. He was ready to believe that all classroom humor does not originate in the back row. He did not believe that the opening of the baseball season is positively fatal to aged female relatives. He thought that a freshman was more to be pitied than ridiculed. He supposed that there were some students who conscientiously prepared their lessons. He thought that a student might conceivably attend a formal dance in his own clothes. He knew that there were interesting chapel speakers, for he had once heard one. He believed that there was no humor in parodying famous sayings and epigrams. He suspected that there were some fathers who did not forcibly eject their daughters' gentlemen callers. In short, he showed an independence of thought which was truly commendable. Yet he lost his job. For he was the editor of a college comic, and his readers complained that he never published any jokes.

—PP—

Soulless

There is one awful monster
I'd be delivered from:
The fiend who has his lesson
The morning after Prom.

—PP—

Well Punctuated

Convict 1234—How long are you in for?
Convict 4321—A ten year period.
"You mean a ten year term?"
"Yes, but I was taught always to put a period at the end of a sentence?

"That was a wonderful lecture on liquid air."
"I must confess it left me cold."

HOW TO CALL UP FOR A DATE

1—Give the number distinctly. Nothing is more demoralizing than to find you have dated the wrong number.

2—While waiting, show your calmness by tastefully adorning the walls of the phone booth with suitable mural decorations.

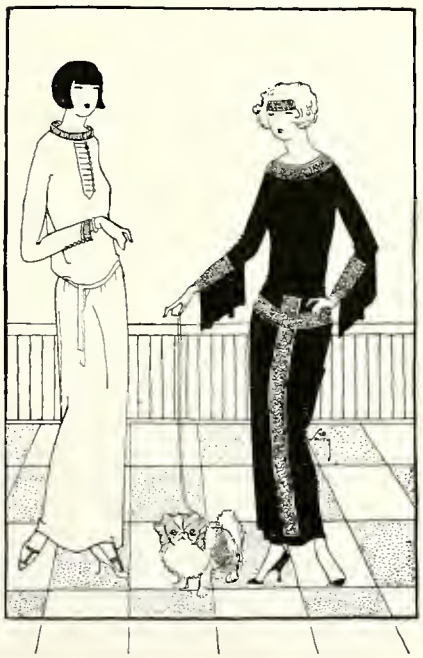
3—Address the girl courteously. Be sure that you use the name appropriate to the number you are calling. Failure to observe this simple rule has lost many a date.

4—Do not ask her to guess who it is. You'll feel better if you don't know how many rivals you really have.

5—Bluntly broach the subject of a date. She knows you didn't call her up about the weather or the state of her health, so why discuss it? Tactfully ignore any previous dates she may have contracted.

6—Always ask her what she would like to do, but don't give her a chance to answer. Remember your roommate may not be able to lend you that five.

7—And, above all, maintain an attitude of chill indifference throughout.



"These eight o'clocks are sure hard to get to. A student came to one this morning without collar or tie on."

"Who was he?"

"Oh, it was a girl."

Will—Why was Fred kicked out of school?

Bill—His English prof asked him to give an example of the active voice.

Will—Well?

Bill—And he gave the college yell.

JUST ONE OF US

He obtained a library card so that he might take out books and keep on renewing them, instead of purchasing them from the store. He denied himself cigarettes, and sponged them off of the bunch. He made a strong kick against the assessment for the chapter float for Homecoming. He did not go to shows with the boys on the grounds that he was too busy. He refused to subscribe for the college paper, and he turned the Y. M. C. A. down cold.

He took Her to the Junior Prom, rented a Tux, bought her a corsage, taxied up and back, and went to the Ritz Cabaret after the dance.

Three cheers for the Goddess of Love.

—W. M. S.

—PP—

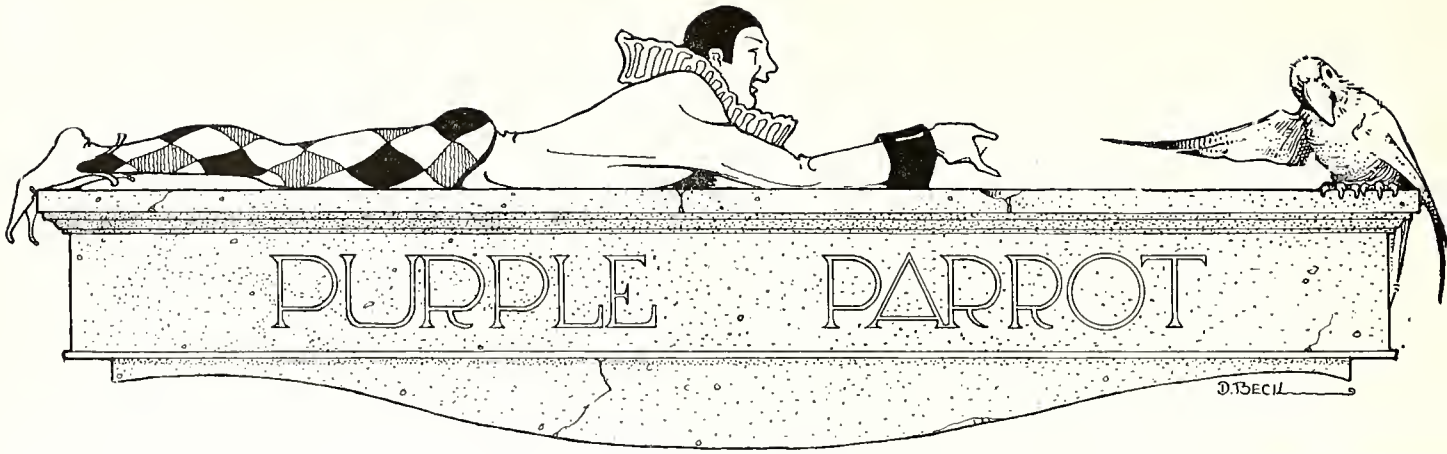
First Speaker—Did you like my speech?

Second ditto—Yes, the quotations from Plato were splendid.

—PP—

Philanthropist—Don't those papers make you tired, son?

Newsboy—Naw, I can't read them.



Volume IV, Number 3 | December, 1923 | Evanston, Illinois

Editor-in-Chief
MALCOLM R. EISELEN

Business Manager
GEORGE F. ISAAC

Associate Editors
Helen W. Engstrom
Clark B. Kelsey
Arthur P. Kirkwood
Walter Schwimmer

Editorial Staff
Sarah-Margaret Brown
H. Kastor Kahn
C. V. Knox
Louise T. Lowry
Sylvester A. Lyman
Marjorie Mallory
Samuel Pohn
Felix Streyckmans

Art Staff
Will Griffin
Llewellyn J. Lloyd
Victor Norton
John D. Pusey

Circulation Staff
Hardin H. Hawes

Subscription Manager
P. Spake Anderson

Circulation Manager
Audrey Beem
James P. Davis
George F. Haneman
Louise Heppner
Mae Johnston
Dorothy Lebo
Ruth Haneman
Jane McKenna
Doris Moos
Dorothy Hess
Eliza Rittenhouse
Dorothy Ruehl
Isabella Taves
Mildred Weber
Marion Youngquist

Assistant Business Managers
Paul S. Fowler
Knowles B. Hollowell

Advertising Manager
Leon Racusin

Business Staff
Lola Busian
H. A. Chamberlain
William Colwell
Richard B. Hart
Isabel Hanway
Alice Jirtle
J. Keach
J. W. Morton
Wilfred Pape
Fred Read
Dorothy Ross
Fred Swanson
Harold Taylor
Peggy Towse

Contributors
Marjorie I. Bond
Emily Carlisle
William Dechert
Virginia French
Alice M. Jacoby
Laura C. Jones
Louise Silcott
Sydney Smith

Application for Entry as Second-Class Matter at the Postoffice at Evanston, Ill., Pending.

The Bankrupt Number—

In perpetrating a Bankrupt Number, POLLY is motivated by no personal indigence of the exchequer or the editorial columns; indeed, he paradoxically celebrates it with the largest issue of his career. It comes, rather, as the inevitable response to the heartbreaking want and destitution which meets him upon every side. With this issue he feels it his sad duty and privilege to lighten, as best he may, the gloomy interlude between the financial embarrassments of Prom Week and the pecuniary vicissitudes of the holiday season.

So far as The Bird is concerned, the Prom was a tremendous success—or at least will have been as soon as he gets his studs back. It is true that his very considerable accretion of financial liabilities completely overshadows his assets—consisting of the vague and illusory hope that some day she will reciprocate. After observing a Prom committeeman, however, sitting alone and forsaken in the sad contemplation of the transitory nature of mortal grandeur, The Bird feels that things might be decidedly worse.

So, in spite of the oppressive burden of financial cares, POLLY calls upon his readers to be of good cheer for these few moments at least. As a last resort it is always possible to file a petition of bankruptcy. After attending Northwestern, filing any kind of a petition should come easy.

Using Your Vacation—

Next Thursday—or even earlier if you have the crust to take triple cuts—you will be homeward bound for all parts of the country. POLLY hopes that you will take back with you something besides your fall clothes and the last issue of the PARROT. He hopes that you will also take back the determination to talk up Northwestern in your home town. He does not care whether you sleep until noon or dance until midnight, so long as you devote part of the intermediate time to the good work.

Christmas time is none too early to begin talking college to the high-school senior. If you wait until Commencement time, it may be too late. Get in touch with the man at once; get in touch with his family; if there is a Northwestern alumnus available, do not hesitate to ring him in on the party.

This particularly applies to the freshmen who are going back home for the first time. You have been here long enough to become inculcated with the spirit of Northwestern; but you have not been away long enough to lose contact with the leading men in your high school. With such men as this, a word from you carries more weight than from any other source. Do not forget that it is the work done now which will determine the enrollment next September.

Let's Get Disorganized—

According to the 1923-1924 Handbook there were something like one hundred and nineteen student organizations at large upon the Evanston campus at the beginning of the school year. Since then, some ten or twelve new groups have been organized.

It goes without saying that there should be enough organizations so that every student may get into some form of outside activity. But when organization reaches such a degree of complexity that the main benefit derived from college life is a certain flea-like agility in getting from one meeting to another, it is well to pause and take stock. As it stands today, it is a poor specimen of humanity who, by the end of his college course, can not boast membership in five or six campus organizations, nor attend at least three meetings simultaneously without turning a hair.

For the evils of over-organization, POLLY has two remedies to suggest. The first is to provide certain meetingless nights under the analogy of dateless nights, which the poor, harassed student may devote to his studies. The other is to bury a few of these somnolent organizations which are dead in all but name. Of the two, POLLY prefers the latter. He regrets that he can not elaborate upon it further—he has a meeting to attend.

The Season's Greetings—

And now POLLY would take the opportunity to wish his readers a Merry Christmas and a Happy New Year. Professionally, of course, Christmas is not supposed to mean anything to him but a chance to make certain archaic allegations concerning the derivation of Christmas cigars and the aesthetic imperfections of Christmas neckwear; New Year's but a time of ephemeral resolves and the quadrennial resurrection of the Leap Year tradition.

Then let us lay aside the cap and bells, for the moment, and recall Christmas as the one day upon which the spirit of universal brotherhood brings together men and nations across the barriers of racial hatred and commercial greed, and tells to them its simple story of faith and hope and love. Let us remember New Year's Day as marking another milestone in humanity's long and wearisome but ever upward climb. This is the spirit in which we wish you again,

"A Merry Christmas and A Happy New Year."

To her formal dance she invited me,
The note was marked R. S. V. P.,
But to the plea my heart was deaf,
I sent it back marked N. S. F.

THINGS THAT ARE HARD TO PROVE

1. That you honestly lost your frat pin without feminine co-operation.
2. That you have really studied your lesson but that this particular point has just slipped your mind.
3. That you were home all last evening and can't possibly understand why the fellow who answered the phone said you were out.
4. That your room-mate's five-dollar bill will do you more good than it will him.
5. That the clock was crazy when it struck three just as you were coming in last night.
6. That you are going to the Library to study.
7. That Harvard is the intellectual superior of every other American university.

—PP—

THE ASTRONOMY PROF'S CHRISTMAS CAROL

Ever shine the Christmas star
(Namely, stella Aldebar)
Guiding me with brightest ray
(Magnitude the first, I'd say)
Purest beam of joy and hope
(Tested by my spectroscope)
Following its eastward tracks
(To deduce its parallax)
Twinkle, twinkle, Christmas star;
You bet I know just what you are.

A SONNET TO MY LOVE

'Twas once my need, Corinne, to exercise
My constant care lest I should give offense;
A tardy date, a moment's negligence,
And I were cursed forever in your eyes.
But now such petty things are no avail;
In vain I heap my insults on your head;
What once to raise your anger ne'er did fail
Brings to your lips a pretty smile instead.
I broke a date nor felt your angry scorn;
I did my best a quarrel to inflame,
I cut you on the street the other morn
And still you seem to like me just the same.
I wonder why—but stay—I understand.
'Tis simply this: that Christmas is at hand.

—PP—

Perversity

Have you ever had 7:30 roll around and you decide it is about time to get ready for your date and you are tired and sleepy and you wish you could go to bed early at least one evening in the week, and you wonder what made you get the date anyway and you are yawning so wide you can't get your necktie on and then suddenly the phone rings and the girl breaks the date and so the whole evening is ruined? Have you ever had that happen? So have I.

—PP—

"Man's inhumanity to man makes countless thousands mourn," quoth the poet as he discovered his roommate had eloped with his last clean shirt the night of the Prom.

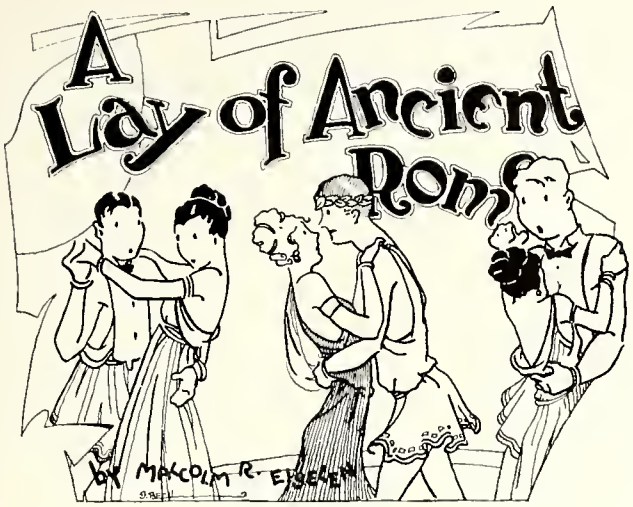
—PP—

History Prof—What is the contribution of the Middle Ages to modern college life?

Freddie—Chaperons.

She (icily)—No, I will not marry you. When I marry, it will be someone with brains.

He—Yes, they say direct opposites make the best marriages.



'Twas in the reign of Caesar
That, 'mid the general calm,
There rose a mighty conflict
Entitled Junior Prom.
Amid the storm of battle
The face of Peace was hid.
When brother turned on brother
To gain the cherished bid.

For then, as now, were rampant
The same capricious Fates,
When those who had the tickets
Could not annex the dates;
While those whose dates were chartered
E'en since the Ides of May,
As usual were destined
To find all bids astray.

Then by the rolling Tiber,
Still do the poets tell
How Romans rent their garments
And bid their cash farewell.
And as the current dictates
Of fashion did assert
They doffed the flowing toga
And donned the hard-boiled shirt.

They called the gods immortal,
In voices loud and dole,
To make the wayward stud go
Into its button hole.
While e'en the proudest warriors,
Who ne'er bent knee before,
Chased errant collar buttons
At random o'er the floor.

Long were the anxious moments,
O'er locks of brown and jet,
Which to the brush proved stubborn,
And Stacomb was not yet,
And dire the thoughts of vengeance
In Brutus' fiery breast,
To find J. Caesar wearing
His one and only vest.

Then to their saffron chariots
The legions did repair
To watch the blitheful meter
Accumulate the fare;
And having reached the ballroom
Upon the sacred hill
They hocked the old Penates
To pay the taxi bill.

But all was soon forgotten
As there the dance began.
With Orpheus' jazz jesters
Led by the pipes of Pan.
And what of grace and beauty
Could mortal witness more,
As Hercules the mighty
Came waltzing down the floor?

No need for details further,
How fleeting hours passed,
And joy ruled unimpeded
Till morning came at last,
And came the sad reminder
As eastern skies turned gray
That dawn, at last, had broken,
Alas, and so were they.

K. O.—What is your girl mad about?

O. K.—She's jealous. Somebody told her I danced with grace.

FASHION NOTES FOR GULLIBLE READERS

In answer to a number of inquiries as to when it is proper to wear a Tuxedo, we respectfully submit the following:

1—When you own a Tuxedo.

2—When the tailor is pressing your only suit, and your roommate's does not fit you.

3—When your roommate's Tuxedo fits you.

4—When you expect a rough party and you want to prevent people from throwing things.

5—When you want to get the family's permission to use the car.

And any other time that you may want to hide among the waiters.

—H. K. K. and F. S. Jr.

—PP—

And the Greatest of These Is Charity

Faith—The young man who sends flowers to a girl who has broken a date on account of illness.

Hope—The man who calls a girl for a date at eight o'clock Saturday evening.

Charity—The girl who suggests they go to the movies.

ESSAY ON DATES

A date is, next to study, the greatest indiscretion a college man can commit. It is the ideal way to spend your time—and other things. Psychologically, it is the one infallible symptom of an unbalanced reason, ranging from the afternoon movie, a mild form of insanity, to the Prom, which is sheer lunacy. Economically, it falls into one of two major divisions—those which are expensive and those which are most expensive. However, if you have provided a generous proportion of the latter, your girl may stake you to a free date—that is, you only have to pay for the flowers and the taxi. For those who are determined to follow this road to financial destruction there are certain simple rules which may alleviate the journey. For instance, dates should not be engaged in promiscuously; but should be carefully adjusted to the girl's nature. If she is good looking, keep her away from fraternity functions if you ever hope to see her again. If she is a heavy eater, take her to the movies (for your own sake concentrate on Bull Montana and Ben Turpin). If she has a weakness for taxi rides, keep to the alleys. Always remember that an ounce of prevention is worth a pound of cure. Above all, if you have been going with her for some time, keep away from the pawn shop district; she might recognize your watch. For the rest, you can only trust to luck and keep smiling. As a last resort you can always apply to the United Charities.

—PP—

Last But Not Least

Solid—Are you worrying about the math ex?

Ivory—No, the aftermath.

Paul—I had a date with a professional mind-reader once.

Pauline—How did she enjoy her vacation?

CAMPUS ETIQUETTE

What Would You Have Done?

You have reached your eight o'clock late and found the door locked. Is it correct to crawl through the transom? Pound on the door until the prof opens in self defense? Try to pick the lock? The prof has just announced that he will not meet the class tomorrow. The class has applauded. What would you have done? You have left a sheet of your pony in your blue book. Is it correct to ask the prof for it? Is it expedient? Do you know the tactful way to inform a professor that he has forgotten his collar and tie? The whole class has laughed at the prof's joke except yourself. What should you say when you wake up? How would you ask a prof to raise an "F" to a "D"? To an "A"? What should you say when he refuses?

Do You Commit These Social Errors?

The girl tells you she must be in by ten o'clock or she cannot stay out late Saturday night. You do not have a date with her Saturday night. What would you say to her under these circumstances? How would you apologize for it afterwards? How late can you call a girl for a date without having her think she is second choice? Third choice? Your girl has refused the box of candy which you have brought. What serious error has she committed? Should you return the hairpins which you find in the car the next morning? What is the tactful thing to say when she denies owning the same? You have broken a date and the girl meets you with another female. You say, "Pleased to meet you." Is that correct?

Can You Answer These Questions?

How many times have you been embarrassed for the correct answer when the prof asked you a question! Do you know how you might have avoided all this? Perhaps you have really lost your frat pin. How would you go about convincing anybody of this fact? Would you give up your seat in a street car to a professor? To a gentleman? Have you ever wondered what clothes to wear to a formal dance? How to approach the owners thereof?

As far as we know, there is no book of etiquette which can answer these questions. But if you have spent four years at Northwestern you will know all this and more.

PP

No Character

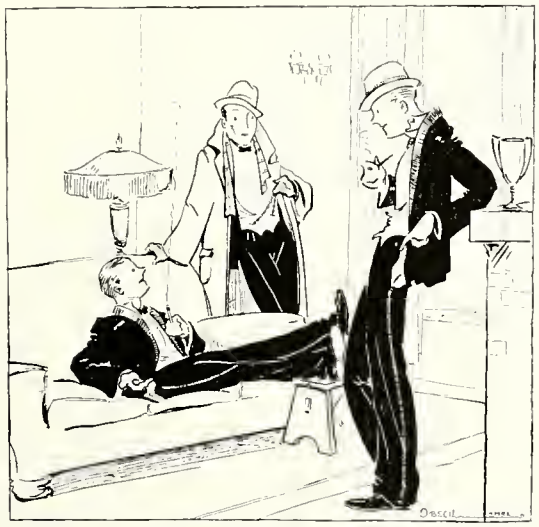
English Prof.—You were supposed to write a character sketch. What do you mean by handing in a blank paper?

Stude—Oh, I was writing about a congressman.

Thoroughly Hardened

Gus—Gee, it's terrible the way Bill swears before his girl.

Mus—Oh, that's all right; she's taken a Shakespeare course.



The Bankrupt Number

Study of a Northwestern Student in a Characteristic Pose

Little Things to Tell the Folks While Home Christmas

How everyone in school calls you by your first name (don't say what else they call you).

How every co-ed smiles when she sees you (not to mention that she bursts out laughing).

How all the profs have private conferences with you (but not that it is about dropping the course).

How late you stay up studying (but not how late you start).

How you match your wits with anyone in town (not how you match dollars with them).

—H. K. K.

—PP—

The Eternal Feminine

How I wish that some debater,
Versed in all forensic laws,
Would some happy day create a
Safe rebuttal for "Because."

—PP—

"Father, what is an optimist?"

"An optimist, my son, is a man who thinks he is the one out of every five persons who does not have pyorrhea."

EXCELSIOR

The shades of night were fully drawn
As to the dance we taxied on,
And what dire thoughts assailed my soul
As I beheld the meter roll
Excelsior!

With leaden heart I watched it jump
Another notch with every bump;
Transfixed it with my gaze intent
And still its awful message went
Excelsior!

The figures sped before the dial
As on we pressed another mile.
And ever in a higher key
It played its golden symphony
Excelsior!

The girl who sat beside me there,
I once had thought most fair and dear,
But dearer yet I found the fare
Which ruthlessly was ticking there
Excelsior!

But as we danced the evening through
And as her eyes yet fonder grew,
Bereft of dough, one hope did dawn,
That her regard had likewise gone
Excelsior!

—PP—

Diner—Waiter, if I order chicken, how long will I have to wait?

Waiter—Your order will be executed immediately, sir.

—PP—

"What's the matter with the pickpocket?"

"He isn't feeling well."

"Did people realize the importance of the incandescent lamp when it was first invented?"

"No, they made light of it."

OUR OWN HOLIDAY GREETINGS

By Malcolm R. Eiselen

Serious thinkers in every walk of life will agree that the greatest need of the country today is for some leader to step forth from the ranks of the people and restore the Christmas card to the significant position in our nation's literature which it once occupied. The present circulation, dating back in most cases to 500 B. C., is wholly unworthy of a nation which has produced such masters of the pen as Ralph Waldo Emerson, Harold Bell Wright, and Hugh Fullerton. Following President Coolidge's spineless evasion of the problem in his message to Congress, it has devolved upon us to lead the nation from this nightmare of platitudinous bromides into a brighter and a better day.

The first essential for a Christmas greeting is to give it that personal touch which will delight the heart of the recipient. Imagine, for instance, that there is a girl who has recently donated you the ozone. (According to the law of averages, you will probably not have to imagine it.) Picture her delight when, in place of the time-honored lithograph, Christmas morn brings her some such delightful sentiment as this:

Pray deck your home with garlands gay
  And let their leaves entwine.
(You'll find just what you need upon
  The poison ivy vine).

May all your house with gladsome cheer
  Of Christmas tide be fired,
(To which I add the hope that your
  Insurance has expired).

May at your board the flowing bowl
  Pass freely, brimming o'er,
(Filled, pray permit me to suggest,
  With H_2SO_4).

And may you go far past the bounds
  That fondest hope predicts,
(I mean by that, a rowboat ride
  Upon the river Styx).

How perfectly appropriate! Yet we venture to say that a Christmas card like that cannot be bought in any store in the country.

The same principle could be applied in the acknowledgment of Christmas gifts. If every Christmas necktie elicited some such response as this, how long would this terrible internecine warfare continue?

I want you to know that I, my friend,
  Appreciate very much
Not only the gift, but most, my friend,
  The delicate personal touch.

For, putting it on, I wished, my friend,
  That only my eyes might see
One end entwining your neck, my friend,
  The other, the limb of a tree.

Subtle, perhaps, but not without a distinct personal appeal. Or, consider the case of the benighted anthropoid, who seeks to allay human misery by the promiscuous dissemination of his photograph as a Christmas gift. The following is but typical of a large number of most timely responses:

I got your modest present;
  So just a little line
To hope your Christmas days are
  As happy as are mine.

For, as you know, you sent me
  Your latest photograph,
And when I feel downhearted
  I look at it—and laugh.

Simple, is it not, but how effective!

Nor are the possibilities limited to the Christmas card. The same vivacious note may be applied to the New Year's greeting with equal success. Suppose there is some individual who has owed you money for a long time. What could be more suggestive than a greeting in such a vein as this:

Happy New Year, let us sing.
To thee, neighbor, may it bring
Strength to do ere it is o'er
Things you never did before;
Wealth to answer every need;
Heart triumphant over greed;
All this may it bring to you,
And to every man his due.

Surely naught but a heart of stone or a head of ivory could resist such an appeal.

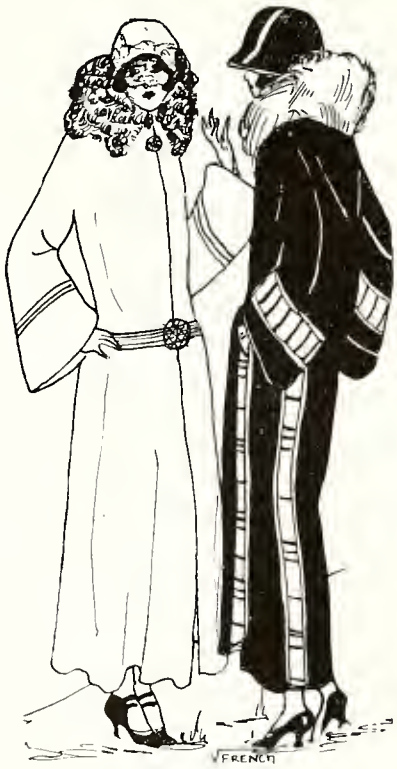
PROM

THE BAND LEADER
FORGETS HIMSELF
IN THE GRAND MARCH
+M.E

BUT-
"LAST NIGHT
ON THE BACK
PORCH I LOVED
HER BEST OF
ALL-"

FRANK'S BLIND DAT
COMES A LONG WA
SHORT OF EXPECTATION

VIRGIL FACES STRONG COMPETITION



Dora—Did you have much trouble getting up for the masquerade last night?

Dorine—Say, do you think I sleep all day?

LOVE SONNET TO A PROF

How do I love thee? Let me count the ways
I love thee to the dreary, dragging end
Of every lecture, as man loves a friend
Who touches him for ten and never pays.
I love thee as a brave man longs for death.
Or as I long for thee to spring a quiz;
I love thee as a sick man loves his mis-
Ery and loves each painful, gasping breath.
I love thee for thy keen sarcastic tone,
Thy skillful flailing of my helpless mind;
I love thee when thou lockest fast the door,
The days that I come late, nor come alone;
To cut it short, oh thou professor, kind,
I love thee—"quoth the Raven, 'Nevermore.'"

—L. T. L.

—PP—

Unanimous

Stude—What's the matter with my car?

Mechanic—Just a little trouble with missing cylinders.

"Why, you idiot, it doesn't go at all."

"Yep, they all miss at the same time."

HOW TO ENTERTAIN YOUR DATE

1—Remember that the best and cheapest way to entertain a girl is by conversation, especially if it is her own.

2—Always prepare for the ordeal with a good stock of jokes. She must like them or she wouldn't be going with you.

3—As a rule, pick only subjects which she likes to talk about. Since she is a girl, this will not be difficult.

4—However, if you crave an original subject, you might talk about yourself. You may be sure no one else has.

5—If she starts telling you of the delightful dates she has with other men, do not hesitate. Any jury on earth will acquit you.

6—If you suspect that she doubts what you are telling her, just dilate for a while upon her personal attractiveness. She will believe you implicitly.

7—If all else fails, take her to a show.

—PP—

Chart Showing Progress of Suitor as He Advances in Favor

First Time: Sweet Shop—walk—home.

Second Time: Waffle Shop—Elevated—home.

Third Time: Gay Mill Gardens—friend's auto—home.

Fourth Time: Alladin Inn—taxi—home.

Fifth Time: Waffle Shop—Elevated—home.

Sixth Time: W-a-l-k—h-o-m-e.

—W. M. S.

—PP—

"Father, what is a college?"

"A football team entirely surrounded with rooters, my son."

—PP—

She—It was so lovely of you to send these flowers. I just got them on time, too.

Penniless He—So did I.

Edith—Poor Mae has water on the brain.

Grace—Well, wasn't she always looking for a permanent wave?

SHAKESPEARE ATTENDS THE PROM

7:00 p. m. "I must become a borrower of the night."—Macbeth.

8:45 p. m. "Formal in apparel, in gait, and countenance."—Taming of the Shrew.

8:55 p. m. "They call for dates."—Romeo and Juliet.

9:00 p. m. "She did commend my yellow."—Twelfth Night.

9:10 p. m. "Shall bitterly begin his fearful date with this night's revels."—Romeo and Juliet.

10:00 p. m. "But, gentle heavens, cut short all intermission."—Macbeth.

11:00 p. m. "Direct thy feet."—Twelfth Night.

11:30 p. m. "If you deny to dance, let's hold more chat."—Love's Labour's Lost.

12:00 m. "Get me some repast."—Taming of the Shrew.

2:05 a. m. "How say you now? Is it not past two o'clock?"—As You Like It.

3:00 a. m. "You have displaced the mirth, broke."—Macbeth.

3:01 a. m. "All our ranks are broke."—Henry V.

3:02 a. m. "Divest yourself and lay apart the borrow'd glories."—Henry V.

She (enthusiastically)—What did you ever do before you learned to dance?

He (sadly)—I studied.

Cerebrum—I always typewrite my letters home.

Cerebellum—Using the touch system, I suppose.

PRESERVING THE EXCHEQUER ON A DATE

Tell her how boring shows are now becoming, and word this so, that if she does not agree with you, she will appear to have bad taste.

. . . . . .

Explain fully that cabarets have so degenerated that only the lowest class of people patronize them.

. . . . . .

Tell her what a relief it is to get in the company of a girl whose conversation is so interesting and whose mentality is so above the average, that these factors alone give you more enjoyment than any entertainment could.

. . . . . .

Speak softly of the beauties of nature, the moon and stars, the higher emotions, etc.

. . . . . .

If none of these work, she is a Gold Digger, and your money will flow freely. When you get home, take out your fountain pen and handbook and scratch something off the list.

—W. M. S.

—qp—

The Fan's Lament

Although my heart is in despair
One movie still I ever seek;
The show which can at all compare
With that which will be shown next week.

"What trouble we should all be spared,"
The weary sophs remark,
"If father Noah had not had
Two freshmen in the ark."

FAMOUS RESOLUTIONS OF HISTORY

Jan. 1, 1492. I mean to go a long ways this year—Columbus.

Jan. 1, 44 B. C. I am going to give up all my bad habits this year.—Caesar.

Jan. 1, 1650. I have resolved never to lose my head again.—Charles I.

Jan. 1, 1910. I will not go to such extremes as I did last year.—Admiral Peary.

Jan. 1, 4003 B. C. I intend to turn over a new leaf.—Adam.

Jan. 1, 1882. I am going to cut out all the monkey business this year.—Charles Darwin.

Jan. 398 B. C. I have taken my last drink.—Socrates.

Jan. 1, 54. I am going to set things on fire this year.—Nero.

—PP—

Came Out Well

Patient—By gosh, doctor, that's an awful bill for that treatment.

Doctor—My dear friend, if you knew how interesting your case was and how strongly I was tempted to let it go to a post mortem, you wouldn't kick at the German indemnity.

"THE APPRECIATED GIFT"

The snow flies and the biting wind gets inside even the tightest buttoned ulsters. The shop windows, aglow with red and green lights, are packed with toys and trinkets. It is Christmastide.

The toiling student begins to fling his books from him and compile voluminous lists of useless articles to be inflicted on long-suffering friends. His girl, bless her heart, what shall he bestow upon her? He sits and thinks and chews his pencil. Ah, a vanity case. Has she one? He arises, searches the pockets of his suits, and decides she hasn't. That's settled, anyway.

His mother. Hm. A fountain pen? Yes, that would be very good; the advertisement said so. Next comes his father. Now what could be nicer than a good serviceable fountain pen for a business man? His brother is in school now and is always writing. He surely would appreciate a nice pen.

His aunt must have something fine. He runs through all the things that he knows of, from hair curlers to card cases, but nothing seems to suit. At last, in desperation he writes down "fountain pen."

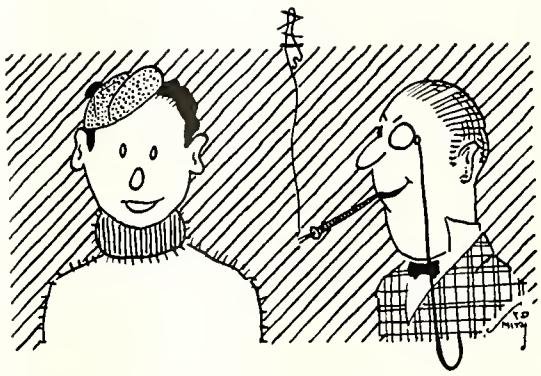
He reviews the list. Gee, he hasn't the nerve to go in a store and buy a vanity case for Anne. Well, then? He crosses that out, and ponders long. Hurrah, he has it. Just the other day she told him she had lost her fountain pen. After all, he decides this thing of choosing Christmas gifts is not so bad, if one uses his head.

—C. V. K.

—PP—

Hope—She said she couldn't see a single good quality in you.

Less—Probably not. She was a blind date.



More Antique—Mary says you are a poor sport.
Most Antique—Yes, and I spent it all on her.

POST PROM EPIGRAMS

In the Men's Check-Room

—you got to pay going home, see! I haven't got a cent.

—told me that she danced divine. Must have been thinking of the Divine Comedy.

—just then the stud went off like a young hand-grenade.

—last year when we got out there, the old bus was frozen up like an Eskimo Pie.

—keen girl, but she's a terpsichorean liability, if you get what I mean.

—That's all right, but why did that particular girl have to be here?

—the floor was kind of slippery, and I says, "It's kind of hard to keep on your feet, isn't it?" and she says, "Why, I didn't know you were doing it on purpose." Now, I may be dumb, but—

—her hair kept getting in my mouth till I thought it was a new kind of breakfast food.

—she sitting there laughing and talking, and me watching that blamed meter going around.

—felt like an animated what's-wrong-here, even-the-waiter-has-to-laugh picture.

—Just because it's your Tux is no reason you can look at me like that.

—I'll need a tire iron to get these shoes off.

—kept me waiting thirty minutes and then bawled me out for missing the grand march.

—promised me a perfect fit. I sure had one when I looked in the glass.

—told all my jokes before supper and then couldn't think of a blamed thing to say.

—Ye gods! I'm all in.

In the Ladies' Check-Room

—I thought he was deaf and dumb, but I found out later he'd heard what I said.

—She didn't have to cut me like that. I didn't ask him to go with me, did I?

—and of course everyone else happened to be wearing red.

—just imagine! He didn't trade a single dance all evening. And I heard Mary say—

—and, my dear, I was just dying to dance with him so I could see if it was really marcelled.

—and I'll bet we go straight home as soon as he can get the lizzie started.

—He spent all evening telling me how hard he had worked to get a bid.

—said he might throw a quiz tomorrow morning. I'd hate to be in his shoes when he dies.

—I suppose I ought to invite him to our formal, but—well you know how I'm fixed.

—and every time the meter clicked I could feel him shudder. I'm afraid he'll pass out completely going home.

—one of those dreamy dancers. Yeh, a nightmare.

—first time I've seen the chapter all together for a month.

—accepted the poor fish and then Fred comes along a few days later and offers me the date.

—with all us good-looking girls around, why on earth do they have to import them?

—Judging from what he did to my pumps, he'll sure leave footprints on the sands of time.

—admire his taste. Anyway I gave him my phone number.

IF

If you can steer your girl right past a Yellow
  And land her happy in a crowded "L,"
Or introduce her to another fellow
  And know that she will like you just as well.

If you can get the dress suit that you borrow
  To fit upon your carcass as your own;
If you can jest and never show your sorrow
  E'en when you feel the studs begin to roam.

If you can pass your studies without boning,
  Nor yet resort yourself to equine aid;
If you can take a flunk without e'er groaning,
  Nor boasting of the grades you might have made.

If you can keep your notes in first class order,
  Nor yet lose out upon your classroom rest;
If you can save your cuts, yet be no hoarder;
  If you can bluff, nor let them know you guessed.

If you can go to all the shows and dances,
  E'en though the check from home had long expired;
If you can smile and watch some guy's advances
  Secure the girl that you have most desired;

If you can go through four full years of college
  And do all this before you leave the scene,
Well then you are, I'm ready to acknowledge,
  A better man than I am, Gunga Din.

YE EDITOR DISCOURSES WITH YE ASSOCIATE

"Well, is all the copy for the Christmas Number in?"

"I think so, sir."

"Has the Christmas necktie been dealt with adequately?"

"Most abundantly, sir."

"With the proper annotation about getting it in the neck?"

"All that has been seen to."

"And the Christmas cigar jokes—"

"Are as rank as ever, sir."

"Have all the young men broken off with their girls?"

"To a man."

"Have you incorporated the sage remark that most people will do their Christmas shopping early—the evening of the 24th?"

"It is in its accustomed place, sir."

"How about the Santa Claus joke in all its permutations?"

"We have plenty left over from last year."

"And has the parody of 'The Night Before Christmas' been written?"

"Ever since last July."

"Very well, then. We shall go to press."

This Bankrupt issue owes to her
  The utmost measure of applause;
If bankruptcy is the effect
  You must admit that she's the cause.

Christmas—*The* day for Quality Sweets!

THE SAMPLER—Chocolates and confections—favorites from ten other Whitman packages.

SALMAGUNDI—Whitman's famous chocolates in a gift box of art metal.

FUSSY PACKAGE—Nuts and nut combinations enriched with chocolate.

PLEASURE ISLAND—Brilliant pirate's chest weighted with chocolate treasures.

NUTS CHOCOLATE COVERED—"Just right" for those who revel in whole nut meats in delicious chocolate coating.

STANDARD CHOCOLATES—famous ever since 1842.

Write us for booklet illustrating the beautiful Whitman packages. See them at the Whitman agency near you. Hand-painted round boxes and fancy bags, boxes and cases in great variety. Special gift boxes for the kiddies.

STEPHEN F. WHITMAN & SON, Inc.
PHILADELPHIA, U. S. A.

Whitman's famous candies are sold by

Chas. H. Burkett, 829 Davis St.
H. S. Etherington, 1100 Davis St.
Evanston Pharmacy, 1900 Central Ave.
Evanston Pharmacy, 601 Davis St.
Fraser & Lee, 600 Dempster St.
Foster St. Pharmacy, Foster St. and Maple Ave.
Lee-Fraser Drug Co., 722 Main St.
John V. Lee, Main and Chicago Ave.
University Drug Store, 821 Noyes St.
H. L. Swenson, 1000 Davis St.
G. S. Chapman, 2126 Central St.
R. L. Leffingwell, 800 Dempster St.
Northwestern Pharmacy, 1713 Sherman
Sher-Main Pharmacy, 800 Main St.

Special Northwestern Package

Giddap, Nap!

She—Stop this moment or I'll get out and walk.

He—But, Mary—

She—Aren't you ashamed of yourself and after I've known you so long, too.

He—But—

She—You needn't explain; you're not a gentleman.

He—But, Mary, this darned horse won't go unless I whip him.—Banter.

—¶P—

Girl—What's your opinion of these women who imitate men?

Boy—They're idiots.

Girl—Then the imitation is successful.—Royal Gaboon.

—¶P—

Friend (rushing in to break the news)—Susan, dear, your husband and little Fido were in an accident.

Wife—Good heavens! Have they been able to get in touch with a veterinarian yet?—Pelican.

—¶P—

Freshman—It says here that no child has ever learned to speak fluently until he was three or four years old at the least.

Sophomore—Well, what of it?

Freshman—I was just wondering, because last Sunday our Sunday-school teacher told us that Job cursed the day he was born.—Humbug.

—¶P—

The reason for this little verse
Is very plain to see,
At the dance I'll point it out to her,
And then—I'll point to me.

—Tiger.

—¶P—

"That's one thing that you don't have to worry about."

"What's that?"

"Getting eggshells in the omelet at Commons."—Tiger.

The Honor System at Harvard

"Herewith, with great gusto and commendatory zeal, I affix my cryptic signature, certifying upon my honor that I have neither maliciously given nor surreptitiously purloined aid from any of my colleagues."—Siren.

—¶P—

Rube—What, going fishing with a mouse for bait?

Boy—Yeh, I'm going after catfish.—Green Gander.

—¶P—

Bud—I was talking to your girl yesterday.

Jim—Are you sure you were doing the talking?

Bud—Yes.

Jim—Then it wasn't my girl.—Bison.

—¶P—

1st (in anger)—You had my girl out last night.

2nd—Tut, tut, old man, don't mention it. You can do me a favor some time, too.—Puppet.

—¶P—

Oh, I shay, waiter.

Yes, sir.

Lishen, waiter, take thees lemons back, they're shuor.—Owl.

—¶P—

First Hard Egg—I broke into a place the other night that had regular Rip Van Winkle carpets on all the floors.

Second Ditto—Rip Van Winkle carpets?

First—Sure. Carpets with a long nap.—Gargoyle.

—¶P—

"Are Jimmy's flunks due to lack of brains?"

"Yes, alack and alas."—Voo Doo.

—¶P—

Colored Rookie—I'd lahk to have a new pair of shoes, suh.

Sergeant—Are your shoes worn out?

Rookie—Worn out! Man, the bottoms of mah shoes are so thin ah can step on a dime and tell whether it's heads or tails!—Panther.

The Season's Greetings!

Christmas! The season of holly and red candles, of glistening snow and sparkling stars in frosty skies — the season of good cheer and good fellowship.

In good fellowship is the true spirit of Christmas, the big lesson of college days—everyone's opportunity to help gladden the whole world.

In the spirit of good fellowship the management of The Orrington send you "The Season's Greetings."

The
ORRINGTON
EVANSTON ILLINOIS

Madame—Nora, I can write my name in the dust on this piano!

Nora—Gee, mum! Ain't eddication grand?—Mercury.

—¶P—

"Been visiting friends?"

"No, relatives."—Pelican.

—¶P—

Half a loaf is better than working all the time.—Juggler.

—¶P—

Applicant—I hear you need a bright, industrious, good looking young man.

Employer—I do. Whom do you suggest?—Pelican.

—¶P—

Girlie—Can you give me a couple of rooms?

Hotel Clerk—Yes, suite one.

Girlie—Sir!—Wampus.

—¶P—

Student—Has not fortune ever knocked at your door?

Beggar—He did once but I was out. Ever since he has sent his daughter.

Student—His daughter, who is she?

Beggar—Why, Miss Fortune, of course.—Beanpot.

The Consumer (fem.)—You poor fish. Don't fold your napkin in a cafe.

The Producer (masc.)—I gotta, to get it in my pocket.—Chaparral.

—¶P—

Lawyer—Do you play much poker or gamble?

Witness—That's MY business!

Lawyer—And what other business have you?—Yellow Jacket.

—¶P—

The Voice

I awoke, startled by a voice close behind me. I turned, but could distinguish nothing. All around me was black—an impenetrable darkness save for a solitary shaft of misty light that pierced the air above. Again I heard a voice. It was close to my ear. It said, in a raucous whisper, "You're completely in my power. Your life lies in the hollow of my hand." I started. Silence. Then again it came: "Only a moment longer and you will be no more!" The strain upon my shattered nerves was becoming insufferable. Silence again. Suddenly I heard it close to my ear: "Your time has come." Completely unstrung I sprang to my feet and wheeled about, "Damn it, woman," I hissed, "aren't the movie serials bad enough without your reading the subtitles aloud?"—Brown Jug.

DR. O. M. ROSE, S.C.

Chiropodist

Foot-Specialist

Studio Bldg., 1718 Sherman Ave.

Phone 7831

He's Back

ED. GRIFFITH
and His
Peacock Syncopators
at
THE PEACOCK INN
1024 Wilson at Sheridan Rd.

TYPEWRITERS
Special Student Rates

3 Mos. $5 up, applied if purchased. BUY a machine and pay for it by the month.

Young Typewriter Company
CENTRAL 3630 or 3631
ASK FOR MISS MANN
169 N. DEARBORN STREET, CHICAGO
"YOUNG PROCESS REMANUFACTURED IS A BETTER TYPEWRITER"

The First Methodist Episcopal Church

Wishes you a Merry Christmas and a Happy New Year and extends to you a hearty welcome every Sunday.

Ernest Fremont Tittle, Pastor

Morning Service at 10:30 o'clock
Social Hour at 5:30 in the evening

"Eat More Bread and Butter
and
Drink More Milk"

Bowman Milk
DAIRY COMPANY

The regular use of pure, rich BOWMAN'S MILK will keep you going "full speed." Its creamy richness contains elements that are necessary to balance your diet.

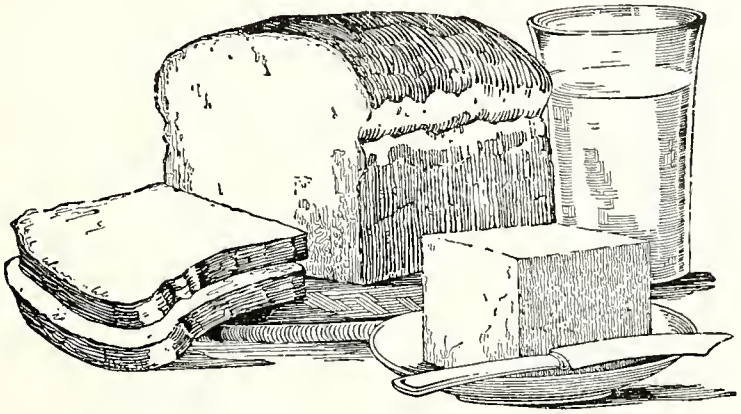
BOWMAN'S PURE CREAM BUTTER is churned and packaged in the country. Only pure, rich, fresh, pasteurized cream is used and the flavor is delightful.

Eat more bread and butter and drink at least a quart of pure, rich milk every day and you will be in better health.

Insist on

Bowman Milk

Phone Evanston 380



TO THE STUDENTS:—
We appreciate the part of the students in making our successful continuation possible and we are taking this opportunity to say "thank you."

236 S. Wabash Ave.
2631 N. Clark St.
Chicago, Ill.

Place your Xmas orders early.
BEACH & GEILS

1633 Orrington Ave.
Library Plaza Hotel
Evanston, Ill.

"Is this cup sanitary?"
"Must be, everybody uses it."—Orange Owl.

—¶P—

It's better to have loved a short man than never to have loved a tall.—Pelican.

Katharine Walker Smith

Sports Wear
Lingerie
Gowns

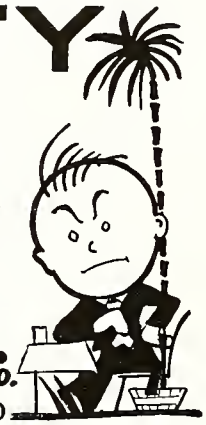
North Shore Hotel Building

We Rebuild Your Old Shoes
Like New

Northwestern
Shoe Repair Shop

1854 Sherman Avenue

A PARTY
dance or dinner without FAVORS is like eating alone. Kinda lonesome and lacking "pep". No matter if the orchestra is playing the jazziest jazz, there seems to be *something* missing. FAVORS are so inexpensive that anyone giving a party cannot afford to be without them. Write for circular #65 and let us offer suggestions and prices on TABLE, DANCE AND PARTY FAVORS
We are manufacturers
Van Housen's Favor Co.
81 W. LAKE ST. CHICAGO



White—Did you favor the Honor System at the recent election?"

Green—I sure did. I voted for it five times.—Panther.

—¶P—

Teacher (in geography class)—Can anyone tell me where Pittsburgh is?

Small voice in rear—Please, ma'm, they're playing in Chicago.—Panther.

—¶P—

Headline—Lightning Knocks Man Out of Bed—

We suppose he said, "All right, dear, I'll get right up."—Lyre.

—¶P—

First—Virginia certainly has wonderful eyes.

Rate—Yes, and she tells them with a straight face, too.—Jade.

—¶P—

"How can you tell the difference between a prof and a student?"

"Well, I would hate to express my opinion. But what is it?"

"Well, if there were only two in a lecture room and one of them was asleep, the other would be the professor."—Lyre.

—¶P—

Diner—I would like a couple of dollars' worth of food.

Waiter (sarcastically)—You said a mouthful.—Panther.

—¶P—

Doctor—Your nerves are on edge. Have you a quiet room?"

Patient—Why, you can hear a pin drop.

Doctor—Where is it located?

Patient—Right over a bowling alley.—Lemon Punch.

—¶P—

She—Tell me, would you still love me, even though I were ugly?

He (absent-mindedly)—My dear, you know I do.—Mercury.

—¶P—

Ex—Took my girl out to dinner last night. She eats like a bird.

It—How's that?

Ex—A peck at a time.—Juggler.

Head Waiter (in college dormitory dining room)—You men who are eating here, wipe off your feet before you come in. Then let's try and see if we can't keep the table cloths a little cleaner.—Cougar's Paw.

—¶P—

"Hate food."
"Why?"
"Spoils my appetite."—Lampoon.

—¶P—

"Did you make these biscuits, my dear?"
"Yes, darling."
"Well, I'd rather you would not make any more, sweetheart."
"Why not, my love?"
"Because, angel mine, you are too light for such heavy work."—Flamingo.

—¶P—

Fool—What's the cause of falling hair?
Foolisher—Gravity.—Moonshine.

—¶P—

He sells LIFE a joke for three dollars, and then spends the money trying to find in which copy it was published.—Record.

CLOTHES FOR THE COLLEGE MAN

The DINNER SUIT

DEBONAIR, comfortable, tailored with the care that insures both smartness and wear, from materials approved by exclusive use. The comfort extends to the price.

(Shawl collar or notch)

$39.50

Manufactured and sold exclusively by

NAT LUXENBERG & BROS.

New address

841 Broadway
Stuyvesant 9898

N. W. Cor. 13th Street
New York City

Our style-memo. book will be sent free, on request.

A Merry Christmas
and Pleasant Vacation

Du Breuil's

EVANSTON, ILL.

FOR THIS CHRISTMAS—GIVE PHOTOGRAPHS
MAKE IT A REAL GIFT

Eugene L. Ray

Official Photographer for Northwestern

Hoyburn Bldg. Phone 2238

Her Mother—I believe that daughter is looking for a husband.

Her Father—For goodness sake. Whose?—Who Do.

—¶P—

Tight—Waiter, hic-bring m' shome prunes.

Waiter—Stewed, sir?

Tight—Thash none of your business.—Owl.

—¶P—

Mus—That was a wonderful speech you handed out in oratory this morning.

Tash—Sorry, old man, but I can't do it; I'm pretty hard up myself.—Tuf-tonic.

Telephone Edgewater 0922

Marburg Beauty Shop

Facial and Scalp Treatments

Shampooing, Manicuring, Hair Goods, Etc.
Marcel Waving

MISS EMILY FRICK
Formerly with Mme. Qui Vive

1045 Wilson Avenue
CHICAGO

YORK BAND INSTRUMENTS

Are built for *result-seekers*, not subsidized testimonial readers. USED IN CHICAGO SYMPHONY ORCHESTRA

Bring your Drum, Saxophone or other Band Instrument to us for SKILLED REPAIRING

THE DIXIE MUSIC HOUSE

320 So. Wabash Ave. Phone Wabash 1300

House Manager—From the comparative size of the coal shipment and the bill, I should say that you got them mixed. You should have sent the coal by mail and the bill by freight.—Chaparral.

—¶P—

Newspaper owner—Our weather man has resigned on us you say?

Editor—Yes, the climate didn't agree with him. —Royal Gaboon.

—¶P—

MacGregor—And hoo does a body ask for 2 in French, Sandy?

McTavish—Ye see it's like this, Sandy, ye ask for two 'n they give ye three and ye give one back.—Lampoon.

—¶P—

Be it ever so homely, there's no face like your own.—Black and Blue Jay.

—¶P—

Impossible

Night Watchman—Who goes there?

Professor—A professor with two friends.

Night Watchman—What, a professor with two friends! Enter.—Octopus.

There Is Only One

Lewis

INC.

1606 Chicago Avenue
Phone Evanston 5483

Refinement in Ladies' Apparel
Moderate Prices

Established 1857 Central 1071

Our prices are reasonable

CHARLES E. GRAVES & COMPANY

CHRISTMAS GIFTS

Diamonds, Watches,
Silver, Rings,
Clocks, Leather

MADISON AND WABASH

MAKE SOMEONE

Happy

FOR

Christmas!

BY MAKING YOUR PURCHASES AT

Child's & Raeder

1574 SHERMAN AVE.

Just North New Evanston Theatre

NORTHWESTERN

PILLOW TOPS
BANNERS, PENNANTS
MEMORY BOOKS
STATIONERY
FOUNTAIN PENS
SILVER PENCILS
BRIEF CASES, ALBUMS
CALENDARS, NOVELTIES

The Fastest Growing Cigarette
in the United States is
CHESTERFIELD

Bowl and Play Billiards

at

McMean's
Recreation Parlor

7629 Paulina St.
Facing Howard "L" Station

Ladies Invited

Soda Fountain **Phone: Sheldrake 4661-2**

DINE—DANCE

BEACH VIEW GARDENS

Chicago's Most Unique Restaurant and Dancing Palace

Wilson at Clarendon

FOR 18 YEARS

The Evanston Woman's Exchange

CAFETERIA

has been serving the students of Northwestern

Not open Sundays

1627 Chicago Avenue Phone 4231

Ralph A. Johnson

The Quick Service Tailor

Cleaning, Dyeing, Pressing and Repairing

Phone Evanston 3011
Emergency Phone 3455W

THE QUICK SERVICE TAILORING CO.
1506 Elmwood Ave. **EVANSTON, ILL.**

"I was awfully embarrassed this morning. I got a block from home before I noticed that I still had on bedroom slippers."

"What did you do?"

"I had to limp all the way back."—Sun Dodger.

—¶P—

Nuflame—Claude didn't blow out his brains when you rejected him; he proposed to me.

Oldflame—Well, he must have gotten rid of them some other way.—Green Gander.

—¶P—

Consider the dachshund
Oh, woe is the beast!
He trods on four legs
When he needs six at least.
—Dartmouth Jack O'Lantern.

—¶P—

"Will this collar you advertise make me look like that fellow in the ad?"

"Well, it might."

"Let me look at your other styles please."

—¶P—

He—I just remarked that your music was moving.

She (at the piano)—Oh, then hold it, please, until I'm through.—Owl.

—¶P—

"Lot's wife hasn't anything on me," said convict No. 47793 as he turned to a pile of stone.—Juggler.

—¶P—

"I wonder how it is a girl can't catch a ball like a man."

"Oh, a man is so much bigger and easier to catch."—Octopus.

—¶P—

Porter—How would you like to sleep—head first or feet first?

Voyager—If it's all the same to you I'll sleep all at the same time.—Record.

"Better-looking" Printing
"On-time" Service
"Let-live" Prices

"Nuff sed"

Mumm Print Shop, Inc.
Evanston, Illinois

Judge—What is your name?
Miscreant—B-b-b-bu-b-b.
Judge—Quick, speak out!
Miscreant—B-b-bu-bu-b-b.
Judge—Officer, what is this man charged with?
Officer—Sounds like Bromo Selzer.—Puppet.

—PP—

Dam!!

One day as I chanced to pass
A beaver was damming a river,
And a man who had run out gas
Was doing the same to his flivver.

—Awgwan.

—PP—

Prof.—Which is correct: a herd of camels or a drove of camels?

Stude—I always thought they came in packs.—Scalper.

—PP—

Coxcomb—Prithee, my lord, hearken to my suit.

Lord—Marry, 'tis loud enough to be heard without an ear trumpet.—Virginia Reel.

The PURPLE PARROT

Northwestern University
Evanston, Illinois

Published monthly during the college year by the Student Publishing Company of Northwestern University, Incorporated. Subscription price—five issues, $1.00 in advance ($1.25 by mail); 25 cents per copy.

Address all business communications to the Business Manager, other communications to the Editor, PURPLE PARROT, Northwestern University, Evanston, Illinois.

Office: University Hall 100
Office Hours: 10:00-10:30 Daily

All Successful Men Use the Toasted Process in Their Business!

THEY CALL it Efficiency.

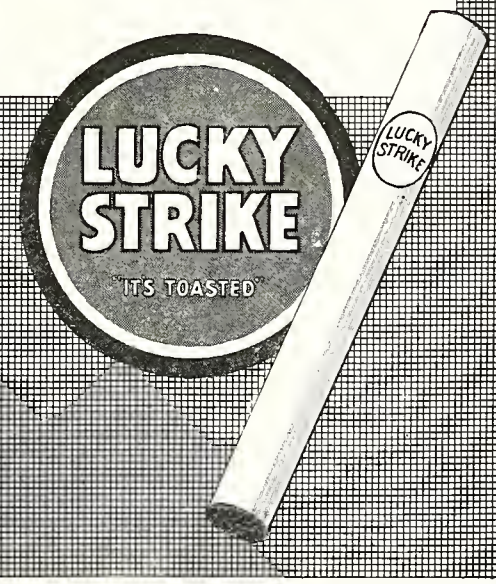
But it amounts to the same thing.

Because, stripped of its purely technical significance, the Toasted Process is efficiency by another name. It represents the last ounce of effort which, in all the production of men, distinguishes the isolated examples of quality. Toasting the tobaccos in LUCKY STRIKE CIGARETTES adds 45 minutes to the cost of production, but it seals in the flavor!

And we would rather save the flavor than the time.

© Guaranteed by The American Tobacco Co.

CHANGE TO THE BRAND THAT NEVER CHANGES



MOSER
SHORTHAND
COLLEGE

Special
Three Months Course

Open to University Graduates or Undergraduates

BULLETIN ON REQUEST

116 So. Michigan Ave.
Twelfth Floor Randolph 4347
CHICAGO

High School Graduates
ONLY are Enrolled

KANDELITE SHOP
1645 Orrington Avenue Phone 3862
Library Plaza
Hand-Made Christmas Gifts
Sweaters Made to Order
Yarns for All Purposes
"YARNS"
Good Shepherd, Columbia, Ango Fleece,
Fleisher's Sig-Knit-Ring
MRS. F. M. PRATT

Mary—Jack, I think you're wonderful.

Jack—Mary, for once we agree.—Virginia Reel.

—¶P—

"If you were strangled with a rope, would you say that you were hung or hanged?"

"Neither."—Chaparral.

Chorus of drunks (to lady at window)—Are you Mrs. Jones?

Mrs. Jones—Yes. Why?

Chorus—Will you come down and pick your husband out?—Burr.

—¶P—

Prof.—Is there any time when the class is free to meet me for an extra lecture?

Stude—Wednesday and Saturday afternoons.

Prof.—I am full every Saturday afternoon.

Stude—That's too bad—I mean, where do you get it?—Beanpot.

—¶P—

Youthful lover (at parting)—Will you miss me now that I am going away?

Her father (appearing with shotgun)—I won't if you don't start in a hurry.—Tiger.

—¶P—

Captain on Rifle Range—How the devil have you made four straight hits? Your range is 1000 yards and your sight is set at 600.

Rookie—See that little stone about half-way up there? Well, I'm banking 'em off that.—Froth.

—¶P—

John—Have any of your family connections been traced?

Janet—Only an uncle. They traced him as far as Canada, but he beat them to it.—Tiger.

—¶P—

Cholly—Mr. Richfeller, I—er—love your daughter and want to marry her. Is there any insanity in your family?

Mr. R.—I should say there isn't, and moreover, there isn't going to be.—Shadows.

—¶P—

"What I want to know is, am I a bass or a baritone?"

"No, you are not."—Record.

—¶P—

Chapel Speaker—And how may we bring our proud enemies to their knees?

Voice from rear—Drop a dime in front of them.—Parrakeet.

—¶P—

Professor—Now, what do I do with this Quadratic equation?

Smart Boy—First you have to deport the radicals.—Dodo.

London's for Flowers
Phone—Evanston 632 *Flowers by Telegraph* 1712 Sherman Street

Pop—Haven't you any ideals, young man?
Son—Gee, you ought to see them, dad.—Voo Doo.

—¶P—

Lives of all great men remind us,
We can too be shining lamps,
And departing leave behind us,
Other heads for postage stamps.
—Whirlwind.

—¶P—

A man I knew had seven wives
That he'd picked up at random.
You'd think he was a bigamist—
But no! He took 'em tandem.
—Lemon Punch.

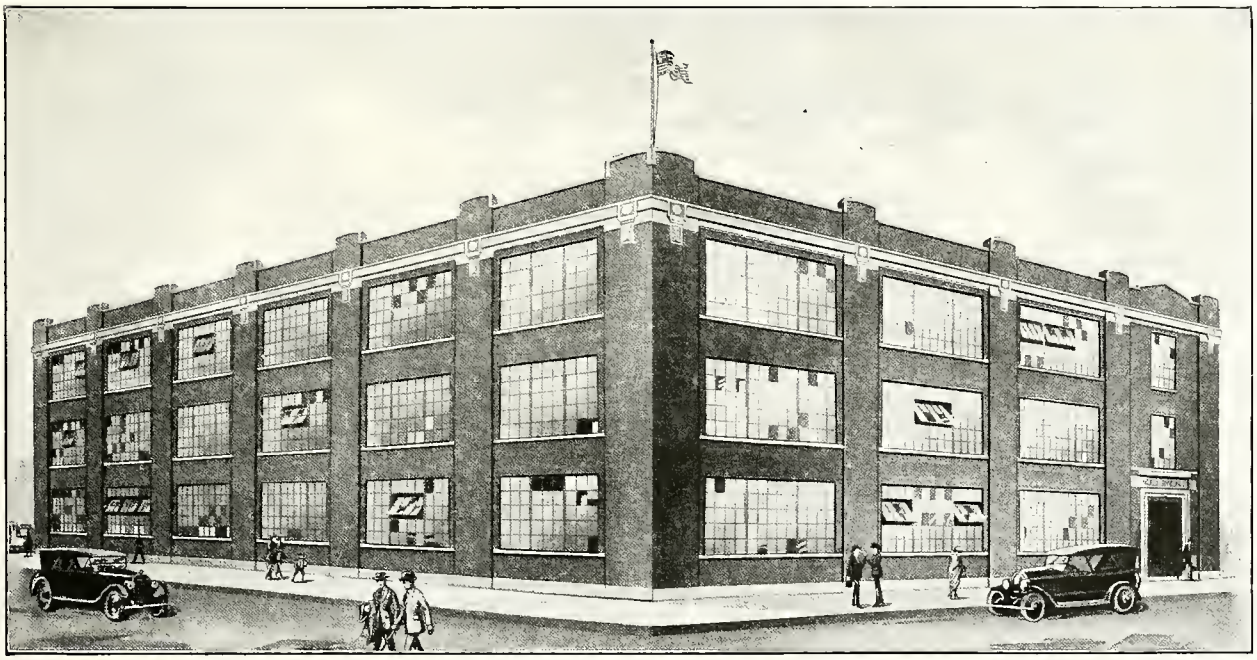
—¶P—

Butcher—These are the best sausages we have had for a year.

Customer—Let me see some you've only had for about six months.—Juggler.

—¶P—

Her—Who tied your tie?
Him—Why?
Her—Looks like a foreign hand.—Froth.



THE NEELY BUILDING

THIS is the home of the Neely Printing Company. This modern plant, the layout of which represents the very latest in efficiency, is fully equipped with the most up-to-date machinery. The entire building is used for the production of good printing.

NEELY PRINTING COMPANY

CATALOGS, BOOKLETS, FOLDERS, DIRECT-BY-MAIL ADVERTISING

871 NORTH FRANKLIN STREET -:- CHICAGO

Our Phone is Superior 8992

Better Letters
THE EVANSTON LETTER SERVICE
Multigraphing, Mimeographing, Filling In, Addressing, Folding, Mailing, Typewriting, Mailing Lists
620 Davis Street (Second Floor) **Telephone 6145, EVANSTON, ILL.**

"American"

John Wesley Gray
100% Honest

FURS—Made to Order, Remodeled, Repaired

Telephones:
Dearborn 2185, Central 2644

10% Discount to Students

GRAY'S FUR SHOP
310 STATE-LAKE BUILDING
190 North State Street
CHICAGO

The
CITY NATIONAL BANK
of Evanston
Offers Every Banking Facility

A Good Place to Get Good Things to Eat
WELCH'S CAFETERIA
WILLMETTE, ILL.

Senior—How do you like your new room?

Soph—Rotten. There aren't half enough chairs to hold my clothes.—Lemon Punch.

—¶P—

Sambo—Say, Rastus, what would yo' do if yo' honey wanted a kiss ovah de telephone?

Rastus—Ah'd ask fo' bettah connectshuns.—Burr.

—¶P—

A—Marriage certainly changes a man.

B—Doesn't it? Take my husband—he used to offer me a penny for my thoughts, and now he offers me fifty dollars to shut up.—Royal Gaboon.

He—That's a nice looking chap you spoke to. Is he a friend of yours?

She—Oh, yes, indeed.

He—Won't you ask him to join us?

She—Oh, this is so sudden. He is the new minister, you know.—Tiger.

—¶P—

My honey toots a saxophone,
She's charming as a rose;
And I am quite convinced that she's
The fairest flower that blows.

—Orange Owl.

Nelson Brothers Laundry Co.
EVANSTON
PHONE 422 - 112
At Your Service
WILMETTE
PHONE 1800

Virginia Golden Brown Waffles
Chicago
181 North State Street
Just North of Chicago Theatre
240 South State Street
In the Center of the Shopping District
111 West Madison Street
In the Heart of the Loop

Merchant—Young lady, this check came back from the bank marked "No funds."

Co-ed—That's funny. They said they had a million dollars in deposits.—Lemon Punch.

--¶P--

"Aw—he can't flunk me. The Dean won't let him."

"Why, got a drag?"

"No, I just dropped the course."—Siren.

--¶P--

One Guy—Gertie is being starred in the movies, now.

Another Guy—Well, well. So Gertie is an actress.

O. G.—Oh, no. She is merely a leading lady.—Chaparral.

--¶P--

Colored Officer—Eyes right!

Black Private—You are, like hell!—Froth.

We Serve Table D'Hote Luncheon and Dinner
Steaks and Chops

THE HOPPER

Fine Candies

4626 Sheridan Road CHICAGO

Colonial Ice Cream Parlor

Cor. Church St. and Benson Ave.

Typewriters Rented

3 months $10.
Underwoods, Royals, Remingtons, Smiths, Corona, Nationals, Fox; rental applied if purchased.

Mfrs. Typewriters Clearing House
193 N. Dearborn St., S. E. cor. Lake St., Chicago
Central 6034—Established 1901

Save the Pieces —and Time

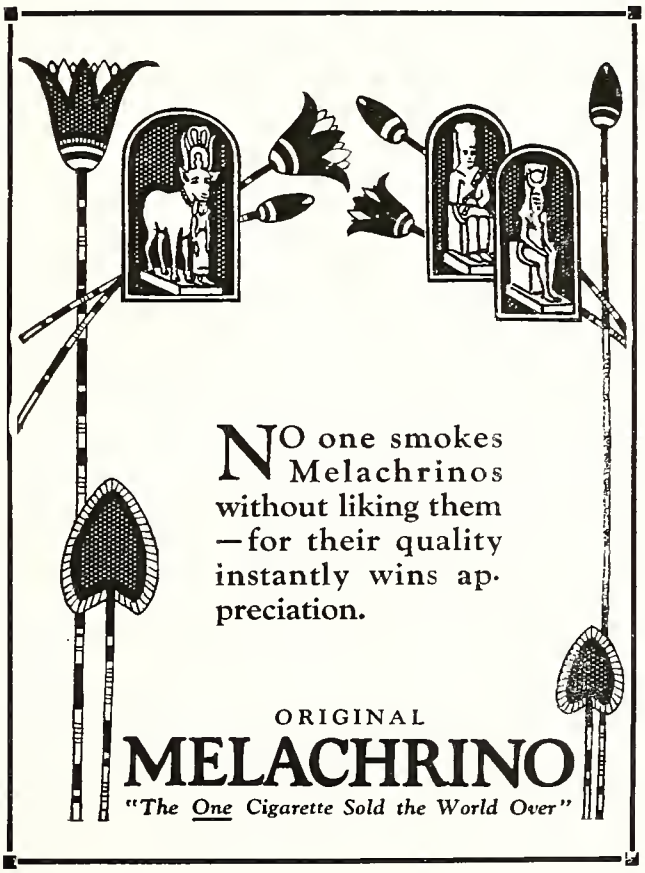
The first thing to think of when you break a lens is that it can be duplicated exactly from the broken pieces, at any of

The
Almer Coe
Stores

So save the pieces and bring — or send — them in, with the frame. You'll soon have your glasses again.

EVANSTON STORE
527 Davis Street
Phone 6804

Five minutes from anywhere downtown — and in Evanston



DO IT NOW DO IT NOW DO IT NOW DO IT NOW DO IT NOW DO IT NOW DO IT NOW DO IT NOW DO IT NOW DO IT NOW

Love Set
for Jacqueline

It is the Junior Prom. Joe Gish has run off with your car, so you are at a loss what to suggest. Your little partner, Jacqueline, has tired of dancing, and silence is running rampant through the conversation.

What is she thinking—if anything?

In another moment the last sip of the sixth limeade will have trickled down her lovely throat. *Love set* for Jacqueline. She will stare innocently at you for a moment, and then—and then—start popping those deadly "do-you-knows". How to forestall them, how to parry them, how to stop them, you will know when you study Vanity Fair, the most delightful and enlightening outside reading course offered in any university.—*Ask the man with the perfect line.*

Just Try Ten Issues
In each issue you find:

THE STAGE: Photographs of the beautiful and the unique; reviews and storm warnings; symposiums on theatrical astronomy.

MOVIES: Stills and stories of the meritorious and the unusual. Press agents banned.

HUMOR: Works of poets and other tragedians; *res noves* with a futuristic flavoring; achievements of intellectual notables and notable intellectuals; the modernistic philosophies.

GRAVAMEN: Cream of humour and crème de menthe; the whimsical; the satirical; and all other forms of variegated grotesquérie.

WORLD OF IDEAS: Every new movement, every revolutionary viewpoint, every unique slant on this amusing world, is mirrored in Vanity Fair.

THE SPORTS: All of them—masculine, feminine and neuter—photographs, news items, and methods of play.

THE ARTS, AS SUCH: The best works of the new artists and the new works of the best ones; exhibition gossip and reproductions of the most discussed masterpieces of the season.

BRIDGE, ETC.: All the tricks and turns; how to get the most out of your college education.

AND IN ADDITION: All the latest notes in MUSIC, MEN'S FASHIONS, MOTORS, and DANCING—all you need to know, recklessly illustrated.

THE COUPON WILL SAVE YOU $1: Fill it in now—and—just watch your line.

TEAR IT OUT TEAR IT OUT TEAR IT OUT TEAR IT OUT TEAR IT OUT

VANITY FAIR, 19 West 44th Street, New York City

Yes, my line is good for an amateur; but I'm no amateur; so put me down for ten issues, beginning with the current one. . . Here's the $2.

Name, etc. .....

FILL IT IN FILL IT IN FILL IT IN FILL IT IN FILL IT IN

ANTOINE LAURENT LAVOISIER
1743-1794

Born in Paris, son of a wealthy tradesman. As a student won a prize for an essay on lighting the streets of Paris. Held various Government posts. A martyr of the Reign of Terror. Founder of modern chemistry.

They couldn't destroy the work he did

"The Republic has no need for savants," sneered a tool of Robespierre as he sent Lavoisier, founder of modern chemistry, to the guillotine. A century later the French Government collected all the scientific studies of this great citizen of Paris and published them, that the record of his researches might be preserved for all time.

Lavoisier showed the errors of the theory of phlogiston—that hypothetical, material substance which was believed to be an element of all combustible compounds and to produce fire when liberated. He proved fire to be the union of other elements with a gas which he named oxygen.

Lavoisier's work goes on. In the Research Laboratories of the General Electric Company the determination of the effects of atmospheric air on lamp filaments, on metals and on delicate instruments is possible because of the discoveries of Lavoisier and his contemporaries.

This is the mark of the General Electric Company, an organization of 100,000 men and women engaged in producing the tools by which electricity—man's great servant—is making the world a better place to live in.

GENERAL ELECTRIC

The Sign of Musical Prestige

Brunswick

PHONOGRAPHS AND RECORDS

The "Tudor"

$250.00

We will gladly arrange terms of payment to suit your convenience

SEE OUR CONSOLES

Superlative Brunswicks for Christmas

At Christmas time one's thoughts turn to fine music and fine furniture.

Brunswick art models combine the two—world's finest cabinet making with world's finest music.

As a gift to endure through the years, blending happily with the well furnished home, while supplying the cultural background of good music, we suggest an instrument of this type.

24 models now on display. Prices from $45 up.

Select Your *Christmas Music* From These Appropriate

BRUNSWICK RECORDS

2148	Hark, the Herald Angels Sing	5033	Joy to the World	15058	Holy Night
75c	It Came Upon the Midnight Clear	$1.00	Adeste Fideles	$1.50	Silent Night
2333	Santa Claus Hides in the Phonograph	5193	O Little Town of Bethlehem	20006	March of the Toys
75c	Christmas Morning at Clancey's	$1.00	The Infant Jesus	$1.25	Naughty Marietta

Evanston Brunswick Shop

PHONOGRAPHS AND RECORDS

Corner Church St. and Orrington Ave. **Open Evenings—Evanston 8450**